Iris Edelen

imedelen@uh.edu

Honors College, Senior Management Major and Medicine & Society Minor

High School: Liberal Arts & Science Academy in Austin, Tx

UNIVERSITY of HOUSTON

11/15/2011
A&SS – I-38

UNIVERSITY of HOUSTON

Predicting Users' Responses in Social Media: From Needs to Expressiveness on Facebook

Iris Edelen
Faculty Mentor: Dr. Norman Johnson
Associate Professor, Decision Information Sciences, C.T. Bauer College of Business, University of Houston, 77204



UNIVERSITY of HOUSTON

IMPORTANCE OF RESEARCH

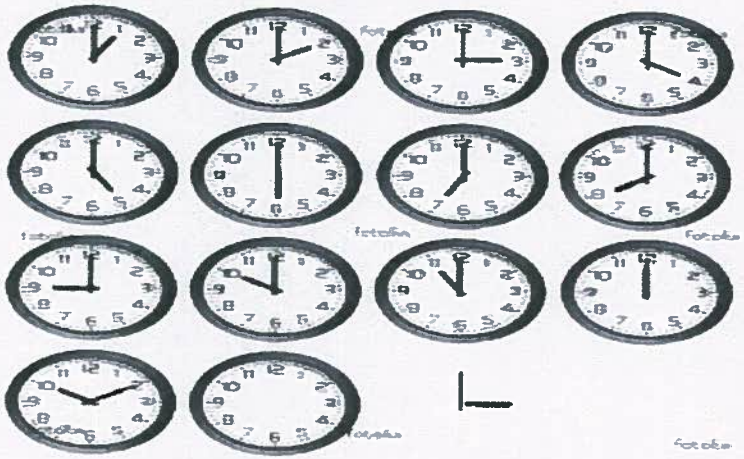
- **This research is about social media with a focus on Facebook, the largest social media**

Facebook helps you connect and share with the people in your life.



Time spent on Facebook:
700 billion minutes per month!
Number status updates:
55 million per day!

of users worldwide:
700 million!
Number of users in the USA:
156 million!



UNIVERSITY of HOUSTON

GOAL OF RESEARCH

- **Companies want to know how to better engage users with their brands on Facebook.**
  - ***They are just not sure how effective their posts are in getting responses from users.***

- **Researchers seek to explain users' responsiveness on Facebook.**
  - ***How are posts and responses related.***

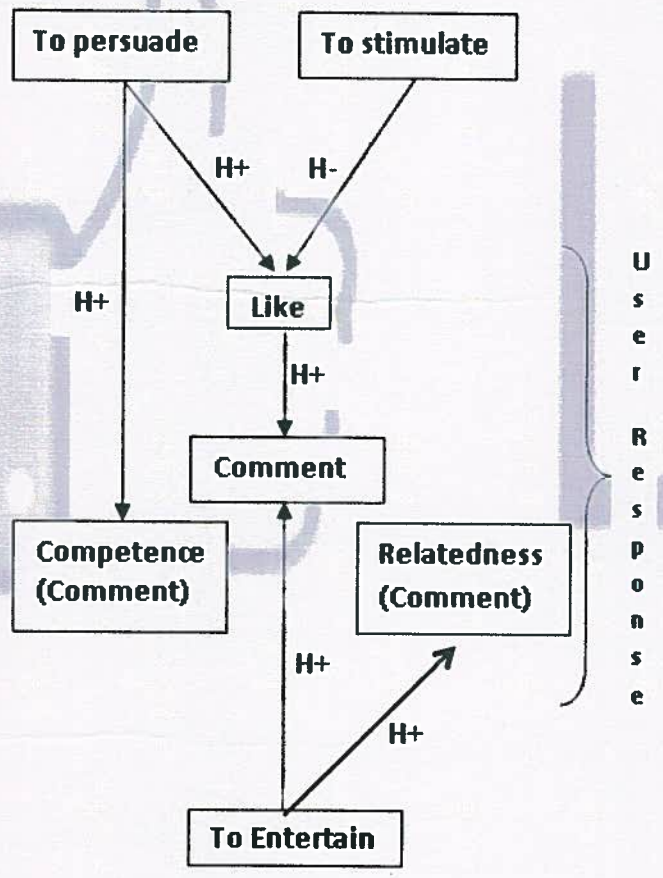
UNIVERSITY of HOUSTON

TYPE OF FACEBOOK POSTS

& RELATED TO MODEL

H+: Positive effect in the direction of arrow

H- : Negative effect in the direction of arrow



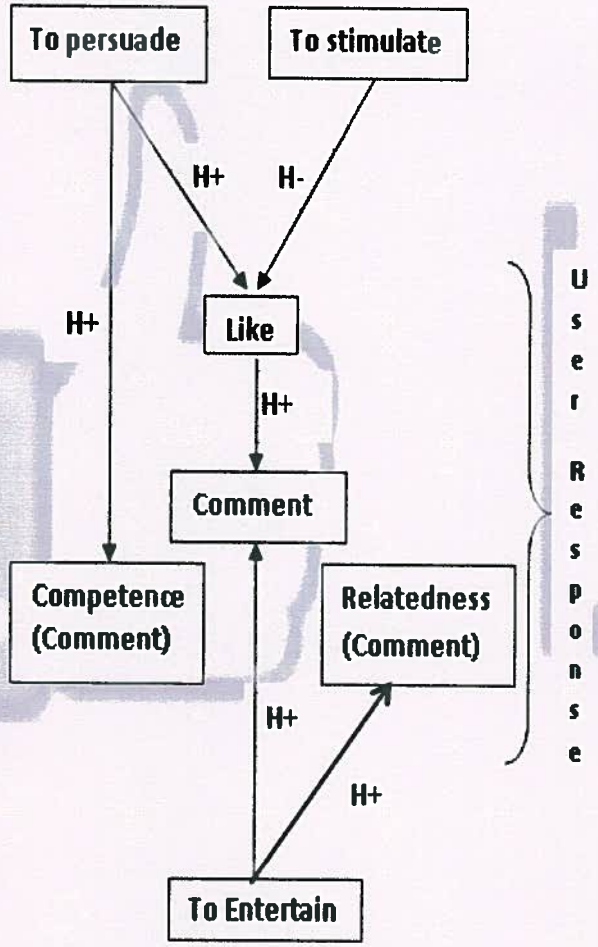
To Stimulate	To Persuade	To Entertain
"A nap every once in a while is not a waste of time. It's an investment in dreams." [Coca-Cola Facebook]	"Happiness Moment #2: Realizing your next birthday is on a Friday or Saturday." [Coca-Cola Facebook]	"If Coke was a magic trick, would it appear or disappear?" [Coca-Cola Facebook]

UNIVERSITY of HOUSTON

UNIVERSITY of HOUSTON

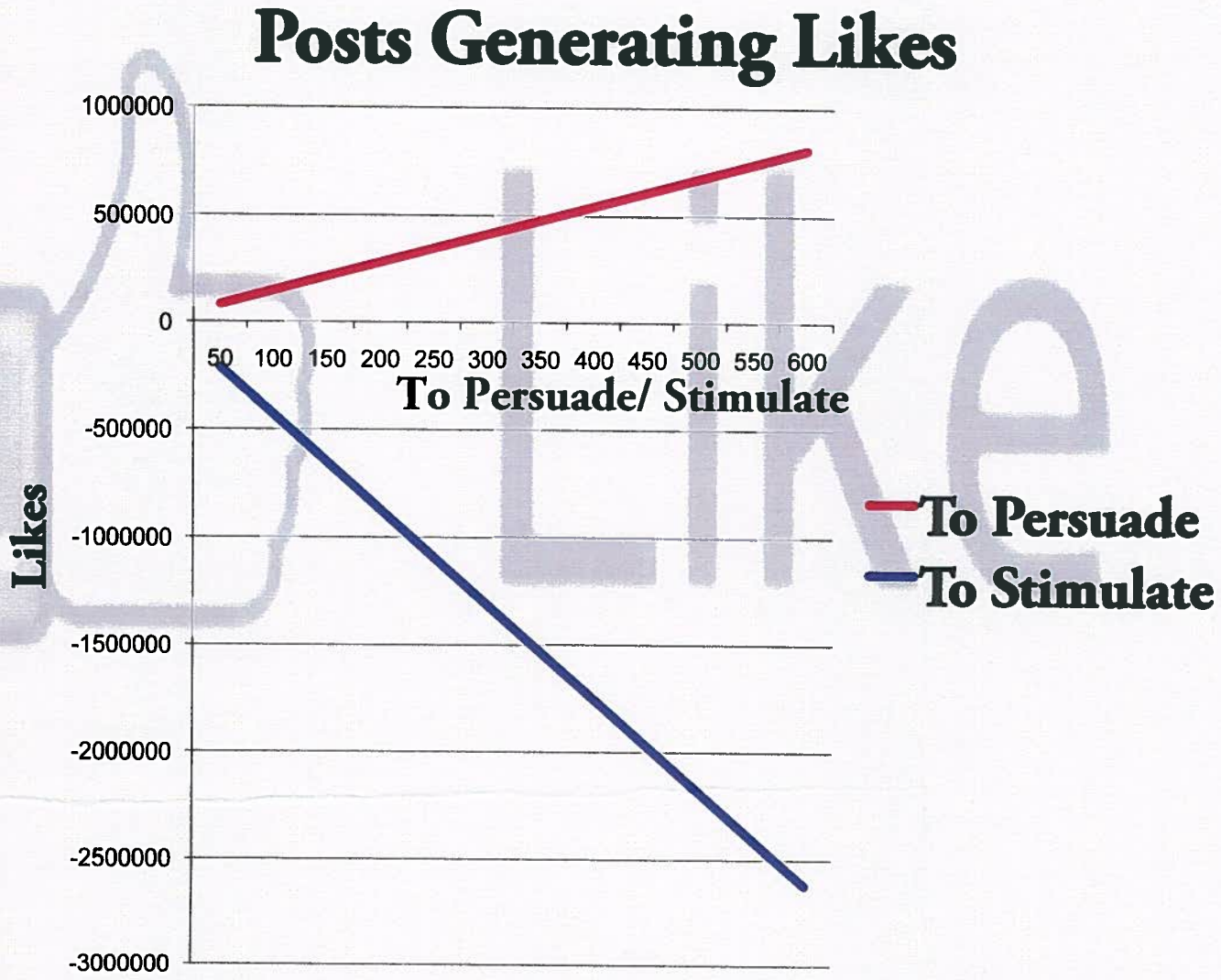
TYPES OF FACEBOOK COMMENTS

& RELATED TO MODEL



Relatedness Comments: "Those that are linked to others"	Competence Comments: "Those that are linked to a person's ability"
"my 2 kids b-days are on sat this yr yay." [Coca-Cola Facebook]	"1st"(as in I am the 1st person to comment on the post) [Coca-Cola Facebook]
"congrats to the person whos brithday is on a Friday or Saturday! :)" [Coca-Cola Facebook]	"What does this have to do with Coke?" [Coca-Cola Facebook]
"huis is sck today.....warm out sore throat he will be in tomarrow. ?"[Coca-Cola Facebook]	"12th" (as in I am the 12th person to comment on the post)[Coca-Cola Facebook]

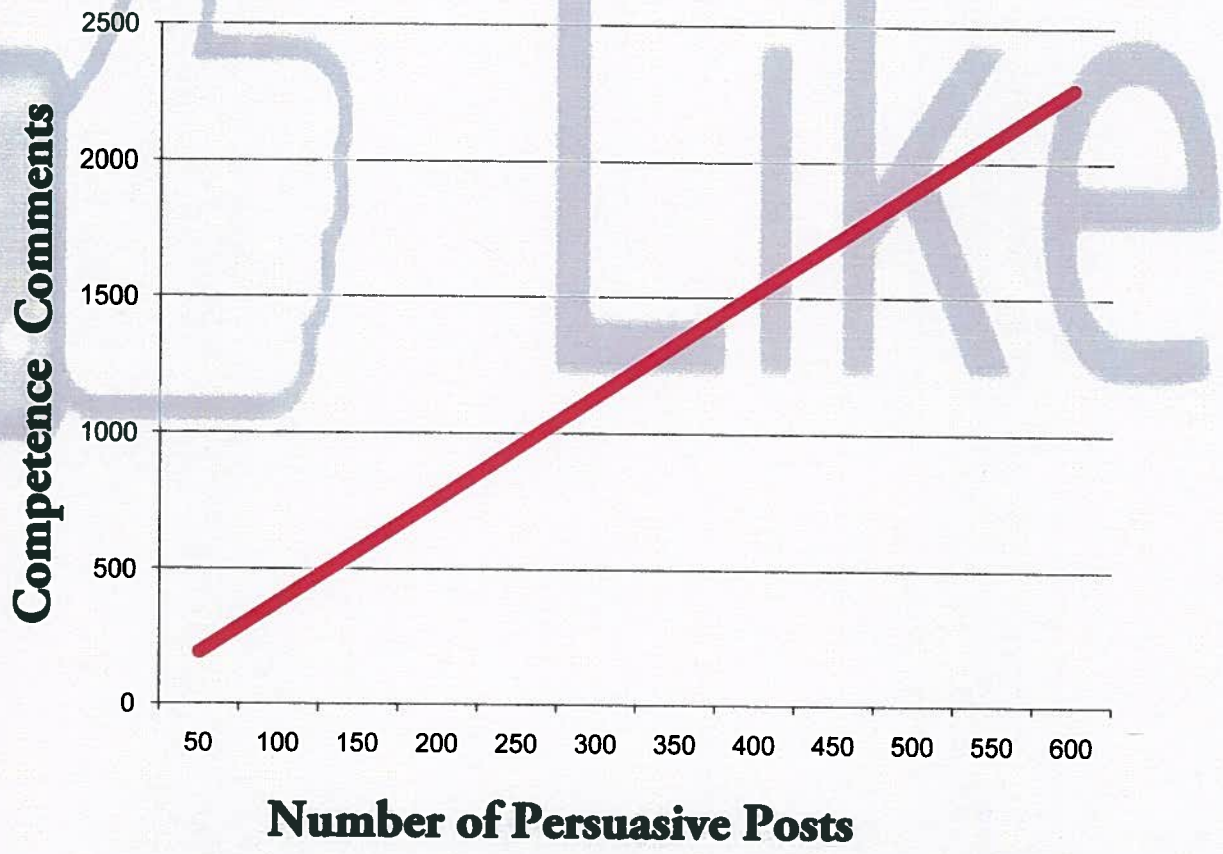
RESULTS



UNIVERSITY of HOUSTON

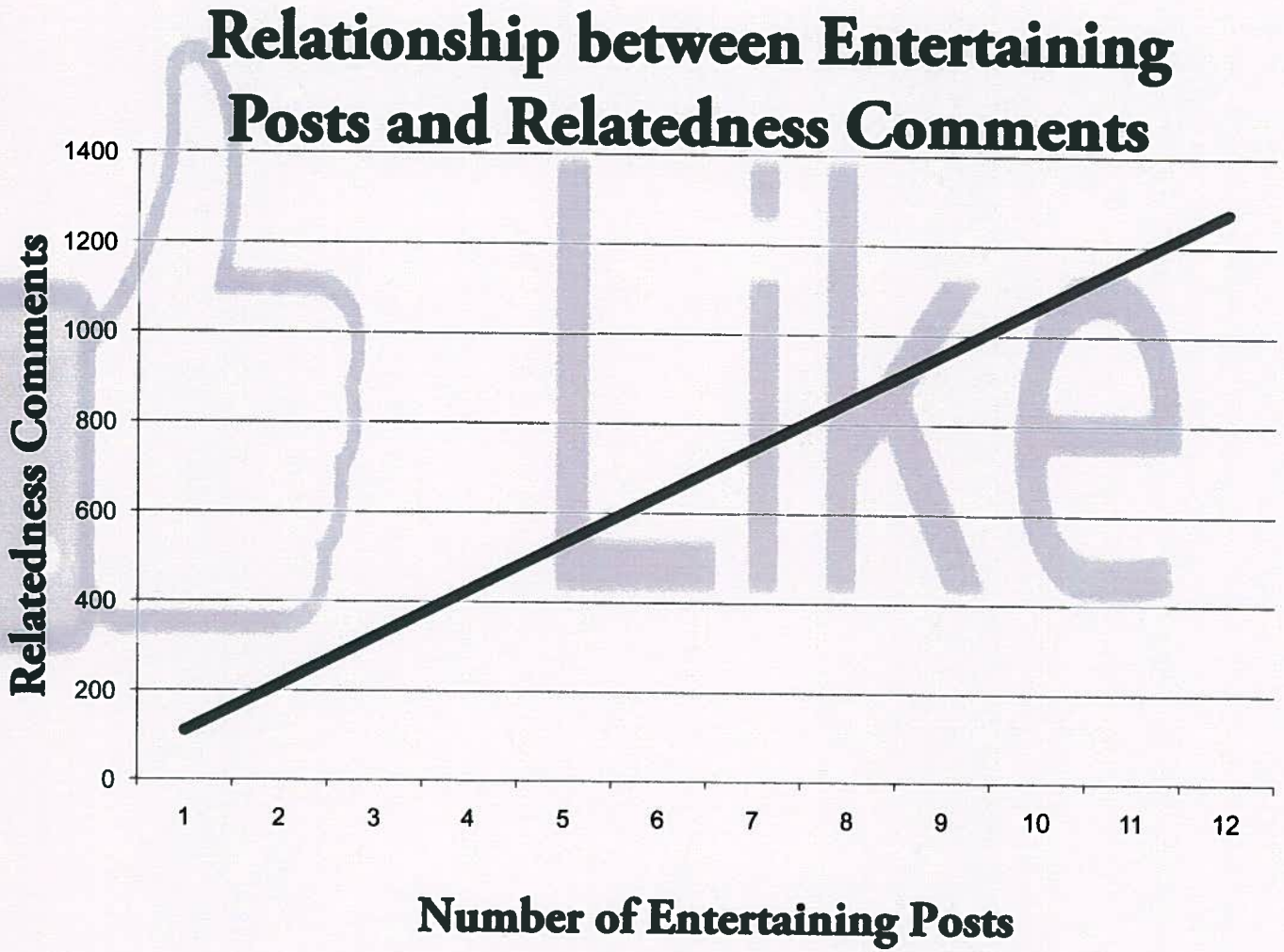
RESULTS

Relationship between Persuasive Posts and Competence Comments



UNIVERSITY of HOUSTON

RESULTS



UNIVERSITY of HOUSTON

CONCLUSION

Conducting research:

- **Allowed me to gain insight into the academic side of the business community.**
- **Convinced me to postpone entering the business industry in order to pursue a higher degree.**

UNIVERSITY of HOUSTON